

Branch Photography Style Guide



Schwab's brand personality comes to life through high-quality photography of its branches and events. These images provide a great way to promote the branch in future marketing materials, social media posts and PR opportunities. Here are some key guidelines, shot checklists and examples for capturing branch spaces and events.

Exterior

General Guidelines:

- All images should be full color and include retouching when handed over. Keep colors saturated and vibrant.
- Exterior shots should be generic without event décor so they can be used for a variety of marketing purposes.
- Use a variety of angles- wide angle for a sense of scale of the branch and close-in details.
- Always include branch signing and logos when possible.
- Remove all cars, other company logos, unnecessary surrounding background clutter- billboards, cranes, etc.

Shots Checklist:

- Front shot of the full branch, both wide and detail shots
- All branch signage, monument signs and logos
- Unique angles, both wide and detail shots
- Staff member opening door, as if welcoming the photographer
- Staff member opening the door for a customer
- Photo of staff in front of location
- 1-2 shots showing parking options



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Interior

General Guidelines:

- Interior shots should be generic without event décor so they can be used for a variety of marketing purposes.
- Have options without staff as well as natural shots with staff at work.
- Remove any unnecessary background clutter or other company logos if visible through windows.

Shots Checklist:

- Greeter desk with logo - front view
- Lobby area- long view from multiple angles
- Brand positioning fixture and graphic – front view and multiple angles
- All merchandising fixtures and graphics hanging in windows
- Plasma TV - lobby
- Triosk fixture
- Beverage bar
- Conference rooms
- Offices
- Technology closet



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Events

General Guidelines:

- Keep images natural and candid interactions of people engaging.
- Include photojournalistic-style images that capture the emotions of the event, mixed with staged group photos.
- Include a variety of shots from wider environment showing the size of the crowd to tighter close-ups.

Shots Checklist:

- Ribbon cutting images (if applicable)
- Grand Opening or event signage
- All event décor both exterior and interior- featuring balloons, florals, tables, etc.
- Giveaway items, if any
- Passed catering, food stations, bar, food trucks or other vendors
- Entertainment- musicians, DJs, games, etc.
- Staff in front of location
- Any VIPs, executives, speakers or special guests attending
- Include both group photos and candid photos

